



San Luis Obispo County Tourism Business Improvement District (CBID)

**YEAR END REPORT for 2011
Submitted April 3, 2012**

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Following the review and approval by the Board of Supervisors, this report is available on
www.WineCoastCountry.com/members

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San Luis Obispo County Tourism Business Improvement District (CBID)

Synopsis for 2011

This synopsis provides a 10,000 foot view of the CBID plan, which provided the framework for our approach. The 2011/2012 Marketing Plan is included and details the specifics.

Our Plan

The CBID launched the newly developed brand ~ WineCoastCountry ~ and the website in late 2010.

With our primary marketing tools in place, we launched our first Shoulder Season Campaign in November 2010 targeted to the off-season timeframe through June 2011, and then implemented our Summer/Savor promotion from July – October. As before, our eye was set on meeting our mission ~ to increase the economic well being of our constituents.

Our Objectives

To position the San Luis Obispo County Tourism Business Improvement District (CBID) as a key contributor to increasing the number of visitors inquiring about overnight stays in the CBID region, which in turn promotes the economic well being of our constituents (motels, hotels, B&Bs and vacation rentals).

1. Become a primary component to driving increased TOT, which in turn increases overall occupancy for CBID constituents.
2. Build and strengthen the CBID brand by positioning the destination as truly unique and different from its competitive set.
3. Target improved occupancy by increasing new visitor and repeat visitors and length of stay from target market/segments utilizing a mix of elements including special events, advertising and promotions with an emphasis on the shoulder season.
4. To develop and implement countywide partnerships with the CBID being a catalyst so that all area stakeholders see their competition as those outside San Luis Obispo County.

Our Key Initiatives

Summarized below are the 6 key initiatives set in 2010, with the associated results from our 2011 efforts:

- Initiative: driving website traffic to push leads to our constituent STAY profiles
Result: Over 528,000 page views with 18.9% going to STAY profiles
- Initiative: editorial coverage based on an aggressive out of area PR campaign
Result: Over 185million PR impressions, including Good Morning America and US Airways Magazine
- Initiative: launch a shoulder season promotion to drive business during the off season
Result: A 9.4% increase in TOT (November thru June of 09/10 versus 10/11)
- Initiative: implement 7 local funding programs to give 1% of the assessment back to the community that created it in order to develop local tourism efforts
Result: Formed 6 of the 7 local fund boards which funded 22 projects
- Initiative: build and nurture collaborative partnerships
Result: 29.7% of our WCC.com referral traffic comes from our partnership with Hearst Castle
- Initiative: create the framework for the CBID's brainchild the "Highway 1 Loop"
Result: With over 400 PLAY profiles loaded, the newly coined "Traveler's Journey" will be launched in September 2012



CBID Marketing Plan
Fiscal Year: 2011 2012
Updated: August 16, 2011

Vision

To develop and implement tourism programs that take into consideration the interests and needs of current and potential visitors, local tourism related businesses and local governments, with respect for the environment and the values of the community.

To develop and implement a countywide tourism effort with the CBID taking a lead role with a focus on quality of purpose and a common goal — that all area stakeholders see their competition as those outside San Luis Obispo County and together we improve countywide occupancy levels.

Overall Strategic Goals

The strategic goals are based on the interconnection of the economy, the environment and consumers. The achievement of each of these goals will create a balanced and sustainable approach for tourism promotion.

Economic

Effectively promote tourism in a way that optimizes recreation, agriculture and history; and contributes to increased occupancy, overall economic prosperity, increased employment and for the unincorporated area of the county while working to support the rural small town attributes.

Consumer

To attract visitors through the development of a unincorporated area of San Luis Obispo County brand and education by specifically developing an appreciation of the scenic qualities, geography, history, recreation, attractions and ambiance, i.e., the key benefits and attributes the unincorporated areas of the county and region offers.

Environment and Natural Resources

To protect and preserve the aesthetic, historical, agricultural and cultural foundations of San Luis Obispo County.

In order to achieve the overall strategic goals stated above and to develop a sustainable tourism marketing program, the CBID must successfully position and differentiate the destination, optimize technology and focus on a multi level integrated approach.

Objectives

To position the San Luis Obispo County Tourism Business Improvement District (CBID) as a key contributor to increasing the number of visitors inquiring about overnight stays in the CBID region, which in turn promotes the economic well-being of our constituents (motels, hotels, B&Bs and vacation rentals).

Become a primary component to driving increased TOT, which in turn increases overall occupancy for CBID constituents.

Build and strengthen the CBID brand by positioning the destination as truly unique and different from its competitive set.

Target improved occupancy by increasing new visitor and repeat visitors and length of stay from target market/segments utilizing a mix of elements including special events, advertising and promotions with an emphasis on the shoulder season.

To develop and implement countywide partnerships with the CBID being a catalyst so that all area stakeholders see their competition as those outside San Luis Obispo County.

Target Markets (need to rank in order to priority)

Primary

Greater Bay Area (including San Francisco, Oakland & San Jose)

Greater Los Angeles Area (including LA, Orange County & the Inland Empire)

Central Valley Area (including Fresno & Bakersfield)

Southern CA including San Diego

Central Coast including Santa Barbara, Ventura, Monterey, Carmel & Salinas

Note: Google Analytics ranking of U/V detail included in Addendum

Secondary: 5 western states (according to CTTC stats for 2010 2011)

WA, OR, NV, UT, CO and AZ

Direct flight from AZ & NV only and direct flight to SB from WA, CO

Suggested focus here would be AZ

Note: Budget dictates that these audiences be targeted through the coop plan.

Demographic & Psychographic Segmentation:

- Adults 35-54 and 55+ (suggested age range from SMG EVC report is 35 – 64)
- \$100,000+HHI
- Discretionary spending for travel
- Ability to travel mid-week and off-season
- Interested to travel with children (if applicable)
- Interested in natural surroundings/environment
- Young at heart mindset
- Like a small community experience
- Appreciation for and active recreation based outdoor lifestyle

Objective, Strategy, Goal & Tactics

1. Become a primary component to driving increased TOT, which in turn increases overall occupancy for CBID constituents.

Strategy:

Develop a "Multi Level Approach" to help drive occupancy and create the opportunity for the CBID marketing efforts to maximize the exposure of the WCC region, including an event focus, sponsorships, local integration and constituent engagement.

Goal:

Increase lodging revenues as measured by TOT above key competitive markets (Santa Barbara & Monterey), utilizing the 2011 baseline history to be measured through June 2012.
Maintain the ordinance protest percentage under 10%. Grow consumer database to 20,000.

Tactics:

The CBID has the opportunity to think of its marketing efforts in a multi pronged approach designed to maximize the brand. Each level of promotion builds on the next, but is driven by the creation of the WCC and its marketing efforts.

1. Regional/County DMO

Support the VCB in its efforts to grow the overall destination pie and effectively compete against other destinations. Furthermore, integrate the WCC destination product with the VCB marketing programs

- Build on the opportunities created by the 2011 Sunset Savor sponsorship by creating a promotional giveaway that will drive interest in WCC.com and in turn create overnight stays for the CBID constituents.
- Sponsor Sunset Savor the Central Coast 2012
- Invest in the VCB Member Value Program whereby all CBID constituents are represented on the VCB website, and negotiate additional value added benefits that will drive interest to CBID constituents and WCC.com.
- Partner with the VCB to have a presence at specified trade shows, both industry and consumer, in order to further the WCC brand to potential visitors. Additionally, personally attend the CTTC Outlook Forum.

2. WCC Region

Develop umbrella positioning for WCC and create a critical mass of activities, event, history and culture that will define the WCC brand.

- Create a minimum of 20 new PLAY profiles monthly
- Create a minimum of 20 new EAT & EVENT content monthly (admin support)
- Improve organic search results through Natural Search Optimization
- Continue monthly e-blasts to newsletter database providing relevant trip planning information and partnership opportunities.
- Ongoing Social Media presence to continue to build consumer database and utilize as a platform for promotions and partnership opportunities.

3. Local Areas

Focus on special event funding to build tourism content and reinforce the brand, while developing a funding approach to support local events.

- Utilize the CBID Event Committee to “vet” potential events and determine if it would be viable to partner with others to bring that event to the WCC region. If viable, the CBID would connect local boards and potential partners with the event promoter and the CBID would consider additional sponsorship monies to support the event.
- Support and promote local board integration in to the planning and execution of events that will benefit their region, or the WCC region overall. Request local funding when applicable.
- Encourage constituent engagement through the use of a bi-annual constituent newsletter communication and automated quarterly reporting to provide leads by property.

2. Build and strengthen the CBID brand by positioning the destination as truly unique and different from its competitive set.

Strategy:

Develop the CBID brand through the implementation of new or improved tourism infrastructure within the WCC region to clearly differentiate the destination from the competition and make it relevant in the mind of consumers by emphasizing key attributes, translating them into believable and meaningful benefits for new and repeat target market segments.

Goal:

Working with the 7 Local Boards, create “reasons to stay” within each WCC region through development of product/experience investments that can help effectively differentiate their region to potential visitors to the area, and serve to benefit the competitiveness of the region over the medium and long term.

Tactics:

1. Product/Experience Development – Loop Road

- Use general funds to create the initial loop criteria, route & name/brand. Engage local residents to name the loop. Repurpose existing content to develop a Loop page on WCC.com with a distinctive URL.
- Partner with the BID Alliance to provide funding and content to complete the loop within their region.
- Work with the local boards to fund the details about their region, incorporating the Cal Poly sub-loop information.

2. Stewardship & Sustainability

Given the natural backdrop, the rural nature, availability of outdoor recreation and smaller scale of tourism development in the WCC regions (and all of SLO County), a sustainable tourism approach would be a significant approach to tourism and future tourism infrastructure.

- Develop a Stewardship/Sustainability Committee, hosted by an outside professional and served by local constituents, the County, EVC, Cal Poly and others to assist the CBID in developing a plan.

Contract with a Grant writer to explore the opportunities to obtain USDA grant monies to build and/or expand infrastructure and sustainability. Approach BID Alliance to request funding support.

3. Sub-brand Development

- Develop the plan to implement a restaurant association with the potential of future assessment revenue to the CBID.

4. Visitor Information

- Develop a fulfillment piece whereby each community is highlighted. The piece will be downloadable from WCC.com, and can be placed on regional website. Includes copy & design only. Printing will need to be confirmed once a design has been approved.
- Approach local boards to fund their region collateral, which can be easily repurposed for use at the local level.
- Expand WCC content presence on CTTC VisitCalifornia.com website
Budget: admin support

5. Research & Measurement

In order to determine if we are truly communicating our unique and distinctive differences we must gather data to assist WCC in making brand decisions as we formulate strategies.

- Implement a past visitor survey in conjunction with the VCB to determine if our USP created in our WCC brand is resonating with our consumers.
Budget: included in VCB MVP
- Implement a new visitor survey utilizing our e-newsletter database for out-of-area subscribers in key feeder markets. Encourage participation by offering wine event tickets (or the like) and a 2-night stay.
Budget: minimal and not yet in budget

3. Target improved occupancy by increasing new visitor and repeat visitors and length of stay from target market/segments utilizing a mix of elements including special events, advertising and promotions with an emphasis on the shoulder season.

Strategy:

Creating diversity beyond the WCC website to promote the WCC region during the off-season to build on the positive revenue effects of summer and provide additional momentum through the softer revenue period.

Goal:

Implement a diversified marketing effort that will generate a 90% out of area viewership on WCC.com, and in turn drive occupancy to CBID lodging properties to achieve TOT growth greater than that of our competitive set (Santa Barbara & Monterey).

Tactics:

Based on the 2010 2011 Shoulder Season campaign success, several tactics will be implemented to drive awareness, and preference, in order to get CA residents visiting the WCC region.

- Implement a Loop Road promotion to support the newly created tourism infrastructure to build interest in coming to visit.
- Utilize internet and on line marketing to drive traffic to WCC.com, build the consumer database and engage potential visitors on social media. Includes a niche market focus, and exploration of new technologies including in-app ads.
- Improve organic search results through Natural Search Optimization
- Focus the monthly e-newsletter to gain additional subscribers that have not yet visited the WCC region.
- Ongoing Social Media presence to continue to build consumer database and as a platform for promotions and partnership opportunities.
- Public Relations, including promotions and personality endorsements.

4. To develop and implement countywide partnerships with the CBID being a catalyst so that all area stakeholders see their competition as those outside San Luis Obispo County.

Strategy:

Coordinate our marketing with other DMO's in order to decrease duplication of effort, and allow our budget dollars to work harder and go further.

Goal:

Build reciprocal relationships with our 5 key partners including Hearst Castle, VCB, PRWCA and SLO Wine and the BID Alliance, and continue to build opportunities with Cal Poly.

Tactics:

- Partner with VCB & the Uniquely SLO Cluster to define the Stewardship/Sustainability goals
- Incorporate the Film Commission within the VCB partnership
- Implement a reciprocal linking program
- Participate in the VCB/BID Alliance Coop Plan
- Identify partnership opportunities that will gain additional access to key target markets and/or expand our presence in feeder markets (promotions) and create momentum behind WCC marketing efforts
- Build a staff infrastructure that allows focused time with constituents, local boards and partner opportunities

Budget - FY 2011 2012

Ongoing Items

Hosting & maintenance:		\$30,000
Content additions:		\$12,000
PR		\$3,835
Acct coordination and mgmt.:		\$16,800
Natural search:		\$11,000
E-newsletter:		\$8,200
Social media:		\$10,000
Paid advertising:		\$13,000
Savor Getaway promotion:		\$6,500
Savor 2011 Promotional Items		\$8,000
VCB Member Value Program		\$46,800
Shoulder Season Promotion (RFP)		\$202,700
Approved to date Sub Totals:		\$368,835

Administration

Admin Totals:		\$99,500
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Current Items for Consideration

Hwy 1 Loop Development		\$15,000
Collateral/brochure dev		\$5,000
Totals:		\$20,000

Future Items for Consideration

Event Focus		\$50,000
Savor 2012		\$40,000
Constituent Engagement		\$7,500
Sustainability & Stewardship		\$10,000
Trade Shows		\$4,000
Potential Partnerships & Coops		\$40,000
Totals:		\$151,500

Contingency		\$71,765
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Grand Total		\$711,600
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As of August, 2011

Timeline

Year End Report & Draft Budget	April 2011
Board Retreat	May 2011
Conclude FY 2010 2011 Shoulder Season Campaign	June 2011
Marketing Partner Presentations	June Board meeting
Marketing Plan Presentation	July special meeting
Confirm Summer & Savor Plan	July Board meeting
Shoulder Season preparation	Aug Board meeting
Shoulder Season Campaign Presentation	Sept Board meeting
Shoulder Season materials for approval	Oct Board meeting
Launch Shoulder Season Campaign	Nov 2011–June 2012
Board Retreat	March 2012
Marketing Plan presented for 2012 2013	April 2012



Mission

The mission of the San Luis Obispo County Tourism Business Improvement District (CBID) is to promote the economic well being of our constituents (motels, hotels, B&Bs and vacation rentals).

Vision

To develop and implement a Countywide tourism effort with the CBID taking a lead role with a focus on quality of purpose and a common goal — that all area stakeholders see their competition as those outside San Luis Obispo County and together we improve countywide occupancy levels.

Core Values

Strength of Economics

We will work with our constituents and our communities to forge long-term partnerships that foster strength and stability and provide economic benefit.

Life Quality

We will ensure an ongoing quality of life with responsible stewardship of human, financial, and natural resources, with our eye on the sustainability of our purpose and our partnerships.

Openness & Transparency

We embrace an open process that encourages and values public participation and supports complete transparency in our work by communicating effectively with all interested and affected individuals and organizations.

Collaboration

We are committed to work as a team beyond organizational and geographic boundaries to achieve superior results by forming corporate and community alliances, not just marketing partnerships.

Be Accountable & Accessible

We will hold ourselves to the highest standards to responsibly manage public funds in our charge with good governance and management, while being accountable to our goals, each other and fiscally to all constituents.

Innovate & Lead

We are professionals, and as such we will exemplify leadership focused on our strength of purpose and direction, and strive to provide the highest impact for our constituents through innovative ideas and creative executions.

Demand Integrity & Mutual Respect

In all our actions as the CBID Board and as individuals representing the CBID, we will be governed by high ethical standards and integrity, both financially and professionally, with honesty and mutual respect as our guide in every activity between ourselves and all our partners.

San Luis Obispo County Tourism Business Improvement District

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Administrator's Highlights for 2011

BID Infrastructure

- Prepare & maintain master constituent list containing 801 lodging properties
- Administered 3 CBID sub-committees and held meetings: Marketing, Events & Governance
- Managed and coordinated Board Retreat for 2011 2012 planning
- Wrote 2011 2012 Marketing Plan and managed trademark process and approval
- Administered Shoulder Season RFP effort and 2-year marketing partnership RFP effort
- Coordinated initial launch of Stewardship Tourism Marketing project, including full day workshop

Collaborations

- Ongoing contact & partnership with County Liaison, Nikki Schmidt
- Development of Highway 1 Traveler's Journey project (experiential tour of our region)
- Coordinated with Cal Poly RPTA class throughout Traveler's Journey project proposals
- Evolved relationships with County Parks, SLO COG, and SLO County Airport
- Supported initial effort to prepare IronMan RFP submission
- Attended CTTC Outlook Forum and created relationship with John Lambeth
- Supported partnerships with Hearst Castle/State Parks, Cal Poly, Wine Alliances and The Tribune
- Cal Poly RPTA Advisory Council member

Outreach: Constituents, Local Areas, Consumers

- Formed 3 Local Fund Boards: Avila Beach, San Simeon & Los Osos|unincorporated Morro Bay
- Administered 6 Local Fund Boards totaling 26 Board members throughout 8 CBID regions
- Lead 6 Monthly Local Fund Board meetings and built infrastructure for ongoing success
- Assisted with the implementation, and ultimate approval, of 22 local fund applications
- Published constituent newsletter

Web Development

- Launched the Content Management System
- Managed www.WineCoastCountry.com totaling over 2,500 pages of content
- Administrative management of content addition totaling 413 PLAY, 330 EAT and 120 EVENT profiles
- Analyzed Goggle Analytics, Insights (Face Book) and Natural Search for tracking success
- Launched Media Center on WCC.com
- Launched API feed with filter functionality for use by all constituents and local funds
- Launched STAY EAT PLAY EVENT tab on Face Book to drive Unique Visitors to WCC.com

Advertising/PR

- Managed promotions for Summer/Savor season (June – November) and launched Shoulder Season campaign (November 2011 – June 2012) to improve occupancy in the off-season
- Active on Social Media platforms, including Facebook, and launched a blog
- Created and published monthly e-newsletter; grew subscriber base
- Initial contact and eventual 26-page feature on SLO County in US Airways Magazine (April 2011)

General Activities

- Ongoing administration: manage board agenda & publish minutes; prepare monthly progress reports; prepare & distribute Board packets
- Year End report preparation and submission



Local Fund Recap for 2011

As the CBID was formed, the CBID Advisory Board agreed on the importance of bringing funds generated within each community back in to that community. The ordinance allows for 1% of the 2% BID Assessment to be attributed directly to the Local Fund region that created it. Following is a summary of each Local Fund, including the BID Assessment Collected and the year to date project applications. These projects are lead by a local fund board and the approved applications are funded directly from assessment monies that reside in each local fund budget.

Avila Beach – Avila Beach Tourism Alliance (ABTA)

By Laws: June 2011
Board Meeting: 2nd Wednesday of each month
Funds Balance: \$201,120

Cambria - Cambria Tourism Board (CTB)

By Laws: February 2011
Board Meeting: 2nd Tuesday of each month
Funds Balance: \$300,947

Cayucos – Visitor Alliance of Cayucos (VAC)

By Laws: February 2011
Board Meeting: 1st Monday of each month
Funds Balance: \$138,064

San Simeon – San Simeon Tourism Alliance (SSTA)

By Laws: October 2011
Board Meeting: 3rd Tuesday of each month
Funds Balance: \$208,021

Los Osos|Baywood Park|unincorporated Morro Bay

By Laws: October 2011
Board Meeting: 1st Wednesday of each quarter
Funds Balance: \$24,601

Oceano|Nipomo

By Laws: January 2012
Board Meeting: Quarterly
Funds Balance: \$25,967

Unincorporated San Luis Obispo|Unincorporated Arroyo Grande

Board: By Laws not yet confirmed
Board Meeting: TBD
Funds Balance: \$6,365



Local Fund – BID Assessment Collected in 2011

Represents 1% of the 2%

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY
Avila Beach	8,435.78	6,915.08	9,884.93	8,712.79	9,928.89	6,800.98	12,879.69
Arroyo Grande/SLO (uninc)	211.10	129.04	217.20	336.17	145.23	336.45	451.81
Cambria	19,522.30	13,038.66	18,280.11	15,640.59	17,521.31	22,861.14	26,982.49
Cayucos	5,636.05	3,428.63	3,539.05	2,635.39	4,960.44	5,993.83	8,249.70
Los Osos/Morro Bay (uninc)	756.08	1,081.43	1,132.86	1,157.12	781.40	3,020.01	1,597.94
Nipomo/Oceano	948.76	501.81	685.43	465.73	798.72	1,853.28	1,298.89
San Simeon	6,203.58	9,961.69	4,003.55	6,094.20	7,046.05	13,834.12	10,695.67
	41,778.98	35,056.33	37,743.11	35,041.98	41,182.03	54,699.80	62,156.18

AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL
15,846.49	15,301.83	11,364.50	7,569.49	8,631.83	122,272.26
375.86	448.26	612.42	487.16	410.54	4,161.22
36,493.63	36,348.89	30,707.13	23,466.11	21,654.53	282,516.86
18,039.81	9,717.52	12,082.82	5,023.23	4,778.69	84,085.13
2,669.24	2,082.82	1,455.69	1,315.62	1,432.10	18,482.29
3,693.53	2,763.11	1,589.07	1,147.64	1,047.66	16,793.61
18,261.05	22,361.86	12,870.15	11,602.18	9,566.58	132,500.65
95,379.60	89,024.27	70,681.77	50,611.42	47,521.91	660,877.36



Local Fund Application Summary – as of 3/21/2012

Cambria:

- Verdin – research, plan and logo design (\$34,000)
- Tour of CA sponsorship (\$2,600)
- Parker Sanpei - Highway 1 PR effort (\$1,250)
- Chamber - Monument Signage (\$3,500)
- Scarecrow Festival 2011 Sponsorship (\$2,800)
- Verdin - redesign of web site (up to \$68,350)
- Rademaker Design - logo (\$6,300)
- Trip Advisor Community Page & Banner ads (\$15,000)
- FreshBuzz - Trip Advisor platform Phase I (\$7,360) and Social Media platform Phase I (\$7,360)
- Managing Assistant (up to \$20,600 + approved expenses for 6 months)
- Scare Crow Festival 2012 (\$4,516)
- Verdin - Highway 1 PR Effort (\$345)
- YMCA – CC Classic Century Bike Ride (\$860)

Avila Beach:

- SLO Wine - Harvest Celebration Sponsorship (\$4,750)
- TJA - Website Redesign (\$9,975)
- TJA – Agency Retainer (\$1,500/month or \$9,000)
- Administrative Assistant (up to \$7,500 + approved expenses for 6 months)
- Sea Life Center – Earth Day & Marine Clean Up (\$250)

Cayucos:

- Administrative Assistant (\$2,500; 10 months at \$25/hour for 10hrs/mnth)
- Chamber - Sea Glass Festival 2011 sponsorship (\$1,200)
- Parker Sanpei - Highway 1 PR effort (\$500)
- County Parks - Volleyball Court & Fire Rings (\$2,800)
- Eric Wray - Logo Design (\$500)
- Chamber - Sea Glass Festival 2012 sponsorship (\$4,999)
- Cuesta Community Programs - Writer's Conference Sponsorship (\$3,300)
- Options - CC Oyster Festival sponsorship/FAM (\$3,750)
- Administrative Assistant (\$2,500; 10 months at \$25/hour for 10hrs/mnth)

San Simeon:

- Parker Sanpei - Highway 1 PR effort (\$1,250)
- Verdin|RIESTER – Phase I redesign web site (up to \$4,500) & Phase II redesign web site (\$24,500)
- Verdin - Highway 1 PR Effort (\$345)

Los Osos/Baywood/uninc. MB:

- VCB - Savor sponsorship (\$2,500)
- Administrative Assistant (\$2,500; 10 months at \$25/hour for 10hrs/mnth)
- Options – CC Oyster Festival Sponsorship (3/27 meeting - \$2,750)



Stat Brief for 2011

Website, Social Media and Current Assets

www.WineCoastCountry.com launched in late 2010, and is the primary marketing tool for the CBID. Summarized below are the stats from 2011:

Total visits:	139,380 – grew by 344%
Unique Visitors:	117,901 – grew by over 100,000
Page views:	528,590 – got 11 times larger in only 12 months with almost 20% of these views going to STAY profiles
Average PV:	3.79 (average pages that were viewed per visit)
Average Time on Site:	2:13 (amount of time each unique visitor spend on WCC.com)
Bounce Rate:	57.6% (percentage of people that left the site without viewing a page)
New vs. Returning:	84.72% vs. 15.28%
Traffic Sources:	45% referring (from other sites); 41% search (WCC found thru search engine); 10% direct (typed in WCC.com)

The CBID has developed several assets in 2011, following the website launch, which includes:

Tools	Itinerary builder, event calendar, regional map, fully integrated CMS including add profile capabilities, members' site (.com/members), media portal (.com/media) and photo gallery (FLICKR).
Content	over 2,500 pages with 437 (STAY); 426 (PLAY); 336 (EAT); 120 (EVENTS)
e-Newsletter	11,640 subscribers – added 6,700 in 2011
Face Book	6,603 likes – added 6,486 in 2011
Blog	launched in November 2011
Videos	15, including general, by region and niche interests
Virtual Tours	25

TOT Tracking

In order to measure the success of our efforts, we tracked the TOT increase during our Shoulder Season campaign, as well as the overall TOT increase for 2011. Working with our County Liaison, Nikki Schmidt, the monthly TOT paid is summarized and compared Year-Over-Year.

For 2011 versus 2010, bed tax shows an increase of 7.5%. Comparatively, we saw an even greater increase during our off season promotion (November 2010 – June 2011), coming in at a 9.4% Year-Over-Year.

Advertising

Our advertising consisted of on line advertising utilizing Facebook and Google Ad Words with a focused effort to improve our SEO (ranking in Google and others) through improvements in natural search (use of key words on our site, meta-tags on page titles, reciprocal linking, etc). Our strategy focused on local and national sites with specific geo targeting to limit the messaging to the most relevant users, plus Cost Per Click programs on the major search engines and Facebook, which complimented the banner placements.

This campaign delivered over 92,000 visits to our website.

Public Relations

With over 166 articles, WCC.com was found in well known media like: Good Morning America, Sunset Magazine, Coastal Living, 805 Living, Yahoo.com, Travel Age West, National Geo Traveler, Phoenix Magazine, USA Today, San Francisco Examiner, US Airways Magazine, Huffington Post, Epoch Times, About.com, San Joaquin Kids...and more. Please go to www.WineCoastCountry.com/media to obtain the article/coverage.

Partnerships

The CBID's vision talks about collaborating within our County so that we can better compete outside of our County ~ this is the cornerstone and drives our collaboration with key partners. Hearst Castle and State Parks continue to be our main focus. With almost 30% of our web referral traffic coming from HearstCastle.com, the CBID will continue to work to find new ways to grow our businesses.

Both SLO County Wine Alliances share their content with WCC.com, and in 2011 the CBID created the beginnings of a great opportunity with the Cal Poly Alumni Association. Furthermore, the CBID continues to be an active part of the BID Alliance, which the CBID lead the formation of in 2010.

WCC.com also monitors other sites that pull big out of area traffic, and then look to them to create a win-win. These include SanLuisObispo.com (The Tribune), and local regional/Chamber sites (SLO, Cambria, San Simeon and Avila Beach).

Our January – December 2011 stat summary is provided on the next page and summarizes the above.



Wine Coast Country.com
SAN LUIS OBISPO COUNTY

January - December 2011

CBID Stat Summary

Website Activity

Website Traffic

Total Visits: 31,396 to 139,380
Unique Visitors: 12,737 to 117,901
Page Views: 46,409 to 528,590
New Visitor: 84%
Bounce Rate: 57.6%

STAY Page Views

Total P/V: 99,820 % of P/V: 18.9%

Room Rev & CBID TOT

	YTD
State:	+11.1%
SLO/PR:	+8.1%
SB/SM:	+8.0%
Monterey:	+4.3%

CBID TOT: +7.5%
'10: \$5,540,585 vs. '11: \$5,956,892
Shoulder Season TOT: + 9.4%
(Nov - June 09/10 vs. 10/11)

Social Media

Face Book

Total Fans/Likes: 6,603
January Baseline: 119

Newsletter E-blast

Subscribers: 11,640
January Baseline: 4,937
Ave. Open Rate: 20.3%

Traffic Sources and Referral Traffic

Search Traffic: 45.5%
Referral Traffic: 41.1%
Direct Traffic: 10.2%
HearstCastle.com: 29.7%
Facebook: 24.6%
Google: 11.3%
VCB: 4.9%
Tribune/slo.com: 2.9%

Advertising

Total Impressions from Ad Buy: 30,853,421
Traffic driven to site from ad buy: 92,290 visits

Ad Channels: Facebook and Google Ad Words
Media Strategy: Paid search and Facebook

Public Relations

Total Impressions: over 185,000,000

In county:
12 articles with 274,342

Out of Area:
126 articles with 176,752,364 impressions

From FAM Trips:
28 articles with 8,046,426 impressions

Partnerships

Hearst Castle
State Parks
Cal Poly
SLO Visitor's & Conference Bureau
Paso Robles Wine Alliance
SLO Vintner's Wine Alliance
The Tribune
Local Chambers
BID Alliance

General Fund Budget & Expenses Recap - FY 2011|2012

Note: A 2% assessment creates the overall fund. At the onset of FY 2010|2011, the funds collected were utilized to create the initial infrastructure and thus the expenses incurred were shared between the General Fund and the Local Area Fund. Beginning in October 2011, expenses are being shouldered by the General Fund, which represents 1% of the 2% collected. The remaining 1% collected is being allocated directly in to the Local Area Funds. The Local Area Fund is responsible for 50% of the Administration expenses incurred, which is divided among each local area depending on their percentage of contribution to the overall fund

FY 2011 2012
Budget vs. Expense Snapshot

Board Approved Items	Approved Budget	Actual Expenses July - Jan	Planned Expenses Feb - June	Balance
Hosting & maintenance:	\$30,000	\$17,500	\$12,500	\$0
Summer/Savor Content additions:	\$12,000	\$2,304	\$0	\$9,696
Summer/Savor PR	\$3,835	\$3,835	\$0	\$0
Summer/Savor Acct mgmt. & Strategy:	\$16,800	\$15,244	\$0	\$1,556
Summer/Savor Natural search:	\$11,000	\$10,500	\$0	\$500
Summer/Savor E-newsletter:	\$8,200	\$7,851	\$0	\$349
Summer/Savor Social media:	\$10,000	\$8,864	\$0	\$1,137
Summer/Savor Paid advertising:	\$13,000	\$12,655	\$0	\$345
Savor Getaway promotion:	\$6,500	\$6,500	\$0	\$0
Savor 2011 Promotional Items	\$8,000	\$7,285	\$0	\$715
VCB Member Value Program	\$46,800	\$46,863	\$0	(\$63)
Shoulder Season Promotion (RFP)	\$202,000	\$65,894	\$136,106	\$0
Approved to date Sub Totals:	\$368,135	\$205,295	\$148,606	\$14,234

Board Approved - Administration

CAO	\$66,000	\$36,275	\$29,725	\$0
County Administration	\$13,000	\$7,507	\$5,493	\$0
Admin Support	\$20,500	\$4,502	\$5,500	\$10,498
Admin Totals:	\$99,500	\$48,284	\$40,718	\$10,498

Current Items for Consideration

Hwy 1 Loop Development	\$15,000			\$15,000
Collateral/brochure dev	\$5,000	\$1,651		\$3,349
Totals:	\$20,000	\$1,651	\$0	\$18,349

Future Items for Consideration

Event Focus	\$50,000			\$50,000
Savor 2012	\$40,000			\$40,000
Constituent Engagement	\$7,500			\$7,500
Sustainability & Stewardship	\$10,000	\$3,500	\$5,000	\$1,500
Trade Shows	\$4,000			\$4,000
Potential Partnerships & Coops	\$40,000			\$40,000
Totals:	\$151,500	\$3,500	\$5,000	\$143,000

Contingency	\$72,465	\$1,811	\$8,140	\$62,514
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Grand Total	\$711,600	\$260,641	\$202,464	\$248,695
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Review of collections in 2011 2012

2011 2012 Budgeted collections + carryforward	\$711,600
2011 2012 Carryforward	\$143,759
2011 2012 Actual collections (July - January 2012)	\$463,654
2011 2012 Projected collections (February - June 2012)	\$213,909
2011 2012 Total Projected Collections	\$677,563
2011 2012 Total Income, including carryforward	\$821,322
Difference in budgeted income versus anticipated income	\$109,722



**County BID Marketing Plan Budget DRAFT
FY 2012|2013**

Dated: March 28, 2012

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Difference in budgeted income versus anticipated income		\$109,722

Anticipated Income for 2012 2013

Anticipated Carry forward		\$109,722
2011 2012 Collections	-	\$677,563
Anticipated Increase in Collections		\$33,878
2012 2013 Projected Collections		\$711,441
2012 2013 Total Income including Carry forward		\$821,163

Anticipated Expense Budget for 2012 2013

Funds allocated to marketing efforts & web development		\$400,000
Savor 2013, including promotional items:	-	\$54,500
VCB Member Value Program		\$46,800
Event Support		\$50,000
Stewardship Marketing Program Support		\$40,000
Sub Totals:		\$591,300

Administration

CAO		\$66,000
County Administration		\$13,551
Admin Support - content and financials		\$20,500
Admin Totals:		\$100,051
Total:		\$691,351
Contingency		\$129,812
Grand Total		\$821,163

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